

Impact of Social Media Advertising on Consumer Buying Behaviour in the Four-Wheeler Industry

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Abstract:

This study examines the influence of social media advertising on consumer buying behaviour in the four-wheeler industry. The research focuses on how digital platforms such as Instagram, YouTube, Facebook, and influencer marketing affect consumer awareness, brand preference, purchase intention, and decision-making. Primary data were collected from 112 respondents using a structured questionnaire and analyzed using percentage analysis, ANOVA, and regression methods. The findings reveal that social media advertisements significantly influence customer perceptions and buying behaviour, especially through video ads, targeted advertisements, influencer endorsements, and promotional offers. The study concludes that social media has become an essential marketing tool in the automobile sector and strongly affects consumer purchase decisions.

Keywords: Social Media Marketing, Consumer Buying Behaviour, Four-Wheeler Industry, Automobile Advertisements, Digital Marketing, Purchase Intention, Brand Awareness.

1. Introduction

Social media has transformed the marketing landscape of the four-wheeler industry in India, changing the way automobile companies promote SUVs, sedans, hatchbacks, and electric vehicles. Traditional advertising methods such as television commercials, newspapers, magazines, and billboards are now increasingly replaced or supported by digital platforms like Instagram, YouTube, Facebook, and TikTok. These platforms enable automobile brands to interact directly with consumers through engaging, personalized, and real-time content. Automobile companies use several innovative social media techniques to attract customers. These include short-form test-drive videos, influencer reviews by automobile enthusiasts, targeted advertisements based on consumer interests and browsing history, interactive polls, live product launches, 360-degree virtual showroom tours, customer testimonials, augmented reality experiences, gamified contests, and personalized promotional campaigns. Such strategies help brands create awareness, build trust, and maintain continuous engagement with potential buyers.

The Indian automobile market provides a strong environment for digital marketing growth. Increasing internet penetration, smartphone usage, rising disposable incomes, government support for electric vehicles, and the growing influence of millennials and Gen Z consumers have accelerated the use of social media in automobile promotion. Leading companies such as Maruti Suzuki, Hyundai, Tata Motors, and Mahindra actively use social media campaigns to improve customer reach and brand visibility. Viral marketing campaigns, hashtags, influencer collaborations, and online customer reviews significantly contribute to consumer decision-making and showroom visits. The study aims to identify the major factors that influence consumer purchase behaviour through social media marketing and evaluate the effectiveness of digital promotional strategies in the four-wheeler sector. The findings of the research will help automobile companies improve their marketing return on investment (ROI) and develop more effective customer engagement strategies in the future.

2. Literature Review

- [1] [Gowri and Prakash \(2022\)](#) studied the role of social media in four-wheeler buying behaviour and found that online reviews, brand reputation, and vehicle specifications strongly influence consumer decisions.
- [2] [Venkateswaran et al. \(2019\)](#) analysed the influence of online media on passenger car buying behaviour in Tamil Nadu and found that online advertisements and social media improved awareness, product knowledge, and brand comparison.
- [3] [Vanlalzuata \(2021\)](#) examined two-wheeler buying behaviour among youth and identified brand image, peer influence, price, and product design as important factors affecting buying decisions.
- [4] [Logapriya \(2021\)](#) explored the effects of online advertising on automobile sales and found that internet advertisements increase consumer awareness and influence product evaluation.
- [5] [Tripathee \(2025\)](#) studied social media marketing and consumer behaviour in the automobile industry and found that information gathering, engagement, and advertising content positively influence buying decisions.
- [6] [Singh and Sao \(2021\)](#) examined the impact of social media marketing in the automobile industry and found that online reviews and promotional content significantly affect consumer attitudes and buying behaviour.
- [7] [Saravanan \(2019\)](#) analysed digital marketing in the automobile industry and concluded that social media campaigns improve brand visibility, audience reach, and customer interaction.
- [8] [Flanagan \(2024\)](#) explained how platforms such as Instagram, Facebook, YouTube, and TikTok reshape the car-buying process through reviews, advertisements, and digital engagement.
- [9] [Gupta \(2024\)](#) investigated consumer perception towards after-sales service in the four-wheeler industry and found that service quality improves customer satisfaction and loyalty. [International Journal of Research Publication & Reviews \(2025\)](#) examined the effects of social media marketing on four-wheeler buying behaviour and concluded that social media advertisements and influencer content significantly shape purchase intention.

3. Objectives of the Study

1. To study the influence of social media advertisements on consumer buying behaviour.
2. To identify the most effective social media platforms for automobile advertising.
3. To analyze customer perception towards influencer endorsements and targeted advertisements.
4. To examine the relationship between social media marketing and purchase intention.

4. Research Gap

Previous studies mainly focused on general digital marketing and automobile consumer behaviour, but very few studies specifically examined the impact of social media advertisements on four-wheeler purchase decisions. Limited research has also analysed factors such as emotional advertising, influencer marketing, and customer engagement among local consumers with changing social media preferences.

5. Research Methodology

The study adopted a descriptive research design to examine the influence of social media advertisements on consumer buying behaviour in the four-wheeler industry. Both primary and secondary data were used for the study. Primary data were collected through a structured questionnaire distributed to respondents, while secondary data were gathered from journals, research articles, websites, magazines, and online publications related to digital marketing and consumer behaviour. Convenience sampling technique was used, and the study was conducted with a sample size of 112 respondents.

Tools Used for Analysis

- Percentage Analysis
- ANOVA
- Regression Analysis

These tools helped identify the relationship between social media advertisements and customer buying behaviour.

6. Analysis**Hypothesis**

- H_0 : Advertisement-related factors do not significantly influence consumer buying behaviour.
- H_1 : Advertisement-related factors significantly influence consumer buying behaviour.

Variables	Value
R	.345
R ²	.119
Adjusted R ²	.086
F-value	3.621
Significance	.008

Regression ANOVA

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	18.719	4	4.680	3.621	.008
Residual	138.272	107	1.292		
Total	156.991	111			

Regression Coefficients

Predictor Variables	Beta (β)	t-value	p-value	Result
Car ads with happy music	.257	2.611	.010	Significant
Celebrity endorsement	.012	.127	.899	Not Significant
Traffic jam advertisements	-.094	-.982	.328	Not Significant
Showroom memory comparison	.176	1.675	.097	Not Significant

7. Findings

- The majority of respondents belonged to the age group of 18–24 years (29.5%)
- 65.2% were male and 34.8% were female.
- Most respondents were employed in private or government sectors (28.6%)
- A significant percentage of respondents earned below ₹50,000 monthly (36.6%)
- 49.1% of respondents had purchased a four-wheeler in the last three years.
- The demographic analysis indicates that social media advertisements reach diverse customer groups across age, occupation, and income categories.
- The study found that many respondents actively engage with automobile-related content on social media platforms.
- 32.1% agreed that they follow automobile brands or car-related pages on social media.
- 27.7% agreed that they spend more than one hour daily scrolling through advertisements and content.
- YouTube emerged as the most common platform for viewing four-wheeler advertisements (33.9%), followed by Instagram (19.6%) and Facebook (17.9%).
- A large number of respondents stated that Instagram Reels and YouTube advertisements effectively attract their attention toward cars.
- Most respondents reported seeing four-wheeler advertisements occasionally or frequently on social media platforms. This indicates strong digital exposure among consumers.
- Video advertisements such as reels and stories were considered moderately or very effective by most respondents in making four-wheelers appear more appealing.
- The findings suggest that visually engaging content and short-form videos significantly improve customer attention and brand awareness.
- The study revealed that influencer endorsements strongly influence consumer trust in automobile brands. Many respondents considered marketing moderately or highly effective influence.
- Targeted advertisements based on customer interests significantly influenced car preferences. Personalized advertisements help customers identify products that match their needs.
- Discounts and promotional offers in social media advertisements motivate consumers to consider purchasing four-wheelers.
- Advertisements containing customer reviews and testimonials positively influenced respondents' opinions regarding automobile brands.
- A majority of respondents agreed that social media advertisements moderately or highly influenced their final purchase decisions.
- The findings clearly indicate that social media marketing plays a significant role in influencing consumer attitudes, preferences, and buying behaviour.
- The study found that social media advertisements strongly influence customer brand preferences for automobile companies such as Maruti, Hyundai, and Tata.
- Many respondents reported visiting a showroom or automobile website after viewing social media advertisements. This indicates that digital campaigns effectively encourage customer action.

- Respondents believed that social media advertisements have greater impact than television or print advertisements because they are interactive, engaging, and easily accessible.
- Advertisements with attractive music, emotional storytelling, and creative visuals remained in customers' memory for longer periods.
- Consumers stated that social media advertisements introduce them to new automobile brands and help narrow their purchase choices through comparison advertisements.
- The analysis demonstrates that social media marketing affects all stages of the consumer buying process, including awareness, consideration, and decision-making.
- The One-Way ANOVA test was conducted to examine whether age groups influence social media behaviour related to automobile advertisements. The analysis revealed that all significance values (p-values) were greater than 0.05, indicating no statistically significant differences among age groups.
- There is no significant difference in social media behaviour across age groups.
- The advertisement-related factors collectively influence consumer behaviour toward four-wheelers.
- The statistical analysis reveals that age groups do not significantly affect social media behaviour related to automobile advertisements. However, advertisement-related emotional factors, especially happy music in advertisements, significantly influence consumer engagement and four-wheeler purchase decisions.

8. Suggestions

- Automobile companies should focus more on Instagram Reels, YouTube videos, and influencer collaborations.
- Personalized advertisements based on customer interests should be improved.
- Brands should ensure transparency and avoid fake claims in advertisements.
- Companies should use creative storytelling and emotional appeal to improve customer engagement.
- More emphasis should be placed on customer reviews and after-sales service communication.

9. Conclusion

The study concludes that social media advertising has become a powerful marketing tool in the automobile industry. Digital platforms significantly influence customer awareness, brand perception, and purchase decisions. Consumers increasingly rely on online content, reviews, influencers, and advertisements before buying a four-wheeler. Therefore, automobile companies must adopt effective social media marketing strategies to remain competitive and strengthen customer relationships.

10. References

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